

WCSR

600 KC

THE SMITH COLLEGE RADIO STATION
10½ Prospect Street
NORTHAMPTON, MASS.
Telephone 2700—Extension 512

September 20, 1950

The Modern Library
457 Madison Avenue
New York 22, N. Y.

- Revlon Products Corp.
7-15 5th Ave.
N.Y. 22

Sirs:

We at WCSR thought that perhaps you would be interested in making Modern Library a well-known campus name at Smith, and enlarging the number of college readers.

For the very low rates shown on the enclosed card, you can reach the entire student body of 2,200, plus faculty and administration.

WCSR is run completely by students, and combines the best features of a commercial station, plus programs of special campus interest. We give the girls the kind of programs that they want

~~shows a day; 8-9 A.M.; 2-6 and 7-11 every weekend~~

to hear, from 8-9 every weekday morning, 9-1 on Sundays; 6:30- 6

Monday and Friday afternoons, and 2-6 on weekends; and 7-11 every

evening. ~~2-6 and 7-11 Saturdays, and 9-1 and 7-11 Sun.~~

Some of our better shows which could be sponsored are:

"Easy Listening", music styled to study or read by, every afternoon, Monday through Friday, from five to six; "Inside Smith", a

program of campus news, Mondays and Wednesdays from seven-fifteen-7:30 +

~~"Campus Quiz", wed. 8:30-9 - a clever quiz show with~~

MEMBER OF THE PIONEER BROADCASTING SYSTEM

~~contests for ev. of the campus. These are just a few of the popular shows wh. WCSR has to offer. Of course, spots can be scheduled at any time.~~

